Abstract of the Disclosure

In an information/call center where calls are received, requesting information concerning entities, goods and services, directions to a given destination, etc., data is collected in processing such calls. In accordance with
5   the invention, the collected data is analyzed to generate dynamic data to supplement and/or improve the traditional databases, typically searched by an operator for responses to the information requests. In providing a public information assistance service, such dynamic data may
10   concern, e.g., the most popular movies, restaurants, requested categories, etc. In providing a personalized information assistance service, such dynamic data may concern, e.g., previous telephone connections made for a subscriber, the most popular telephone connections requested
15   by a subscriber, etc. In addition, based on the past search behavior, "fuzzy" logic is developed for correlating between search terms. When one search term is used in a search, the correlated search term may be suggested for adoption, in accordance with the fuzzy logic.